



UNWTO

World Tourism Organization

**UNWTO Regional Support
Office for Asia and the Pacific**

UNWTO's Role in Recovery in COVID-19 in Asia and the Pacific

**Future Tourism
Leaders Workshop
2021**

Symposium Presentation

16 March 2021



Introduction

COVID-19 Impact/Tourism Statistics

COVID-19 Recovery

Briefing Notes

Asia Pacific Support

Introduction

UNWTO/ RSOAP



- 160 Member States
- 6 Associate Members
- 500+ Affiliate Members

UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO Areas of Work

Sustainable Development

- Biodiversity
- Climate Change
- INSTO
- Global Plastics Initiative
- One Planet

Competitiveness

- Market Intelligence
- Policy & Destination Management
- Product Development

Innovation & Digital Transformation

- Innovation Projects
- Investment Strategy
- Tourism Startup Competitions
- UNWTO Challenges

Ethics Culture & Social Responsibility

- GCET
- Accessibility
- Tourism & Culture

Statistics

- Methodology
- Standards
- Data

UNWTO Academy

- Courses, Webinar, Resources
- TedQual



UNWTO本部
【マドリッド】

UNWTO駐日事務所
(奈良本部・東京事務所)

The UNWTO Regional Support Office for Asia and the Pacific supports the efforts of UNWTO and promotes sustainable policies and practices among Asia-Pacific Members.

UNWTO RSOAP Activities

Hosting Symposiums



Future Tourism Leaders Workshop



Participating in Meetings & Webinars



Conducting Presentations



Sustainable Tourism Product Development Opportunities in the Pacific Islands



This research aims to provide knowledge, recommendations and case studies on synergies between tourism growth and tourism product development in Pacific Islands Countries (PIs). It will serve as a tool to:

a) analyze current efforts of tourism product development in Pacific Island states,

b) identify opportunities for product development and make recommendations that promote local entrepreneurship initiatives and community engagement in Pacific Island States;

c) provide good practice scenarios from across the region and other island states, and lessons learned from them;

d) encourage intraregional collaboration and benchmarking among Pacific Island destinations.

PICS Featured	Best Practice Cases
Federated States of Micronesia	Federated States of Micronesia and Niue
Fiji	Papua New Guinea and Singapore
French Polynesia	Palau and New Zealand
Kiribati	New Zealand
Niue	Australia, Cook Islands and Vanuatu
Papua New Guinea	Japan and New Zealand
Samoa	Fiji, Hawaii, Japan and New Zealand
Solomon Islands	Fiji and Papua New Guinea
Timor Leste	Japan, Malaysia and New Zealand
Tuvalu	Japan
Vanuatu	Cook Islands and Japan

COVID-19 Impact/Tourism Statistics

BEFORE:



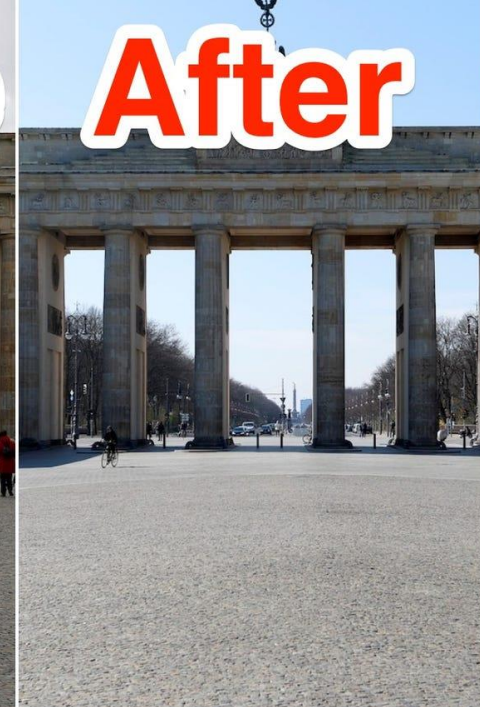
AFTER:



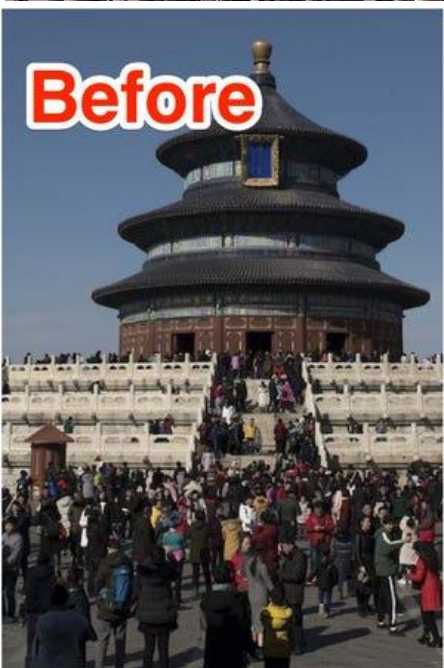
Before



After



Before



After



Before



After



International Tourist Arrivals

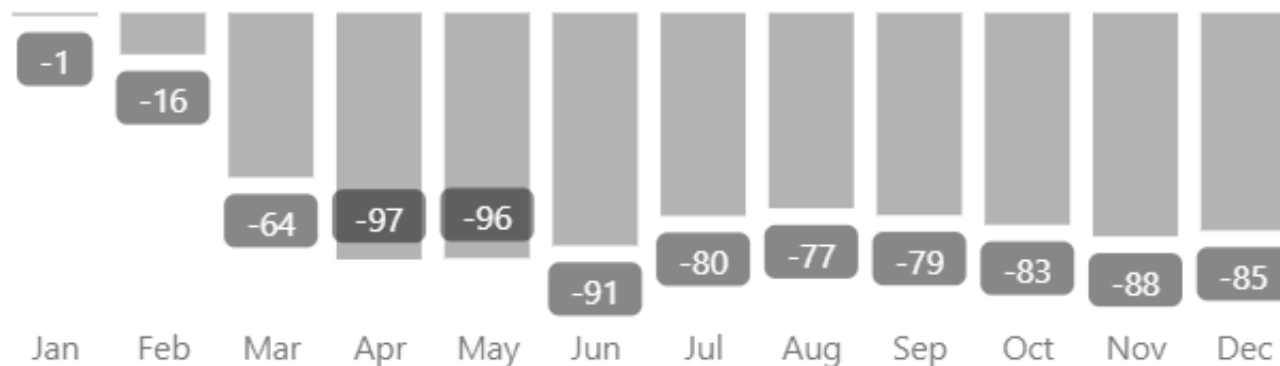
YTD change (%)

YTD available

-74

January - December 2020

Change by month (%)



YTD change by region (%)

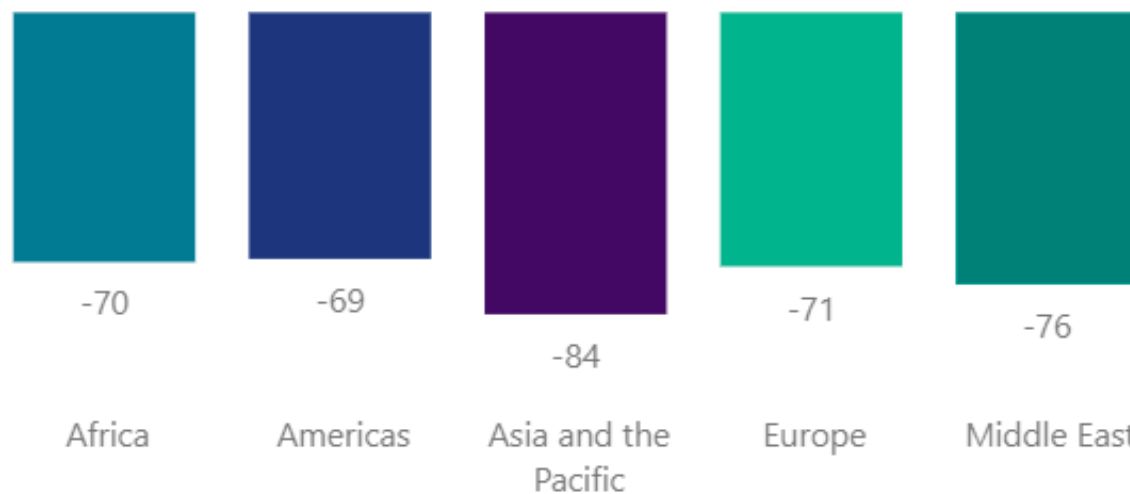
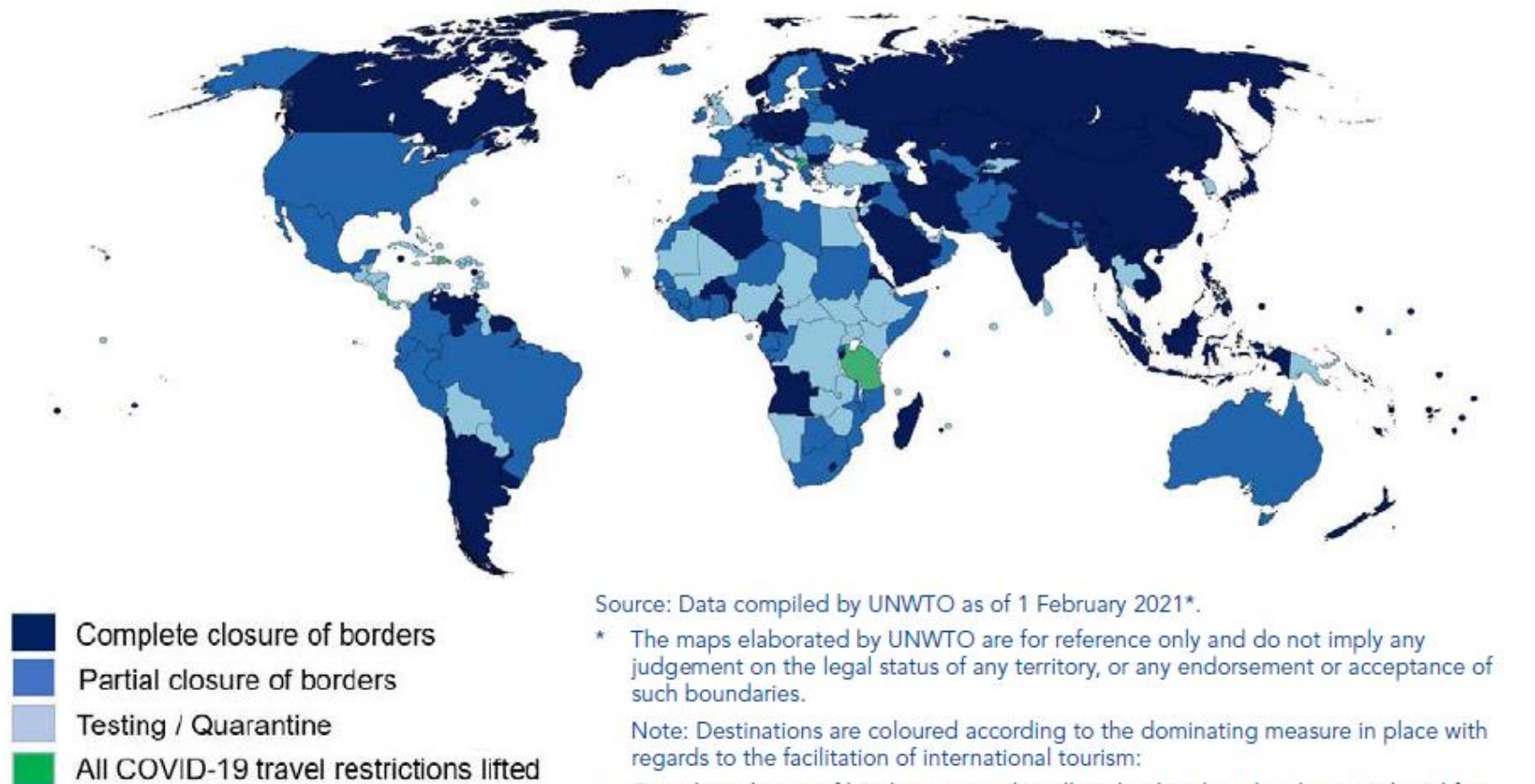


Figure A - Destinations with travel restrictions for international tourism as of 1 February 2021



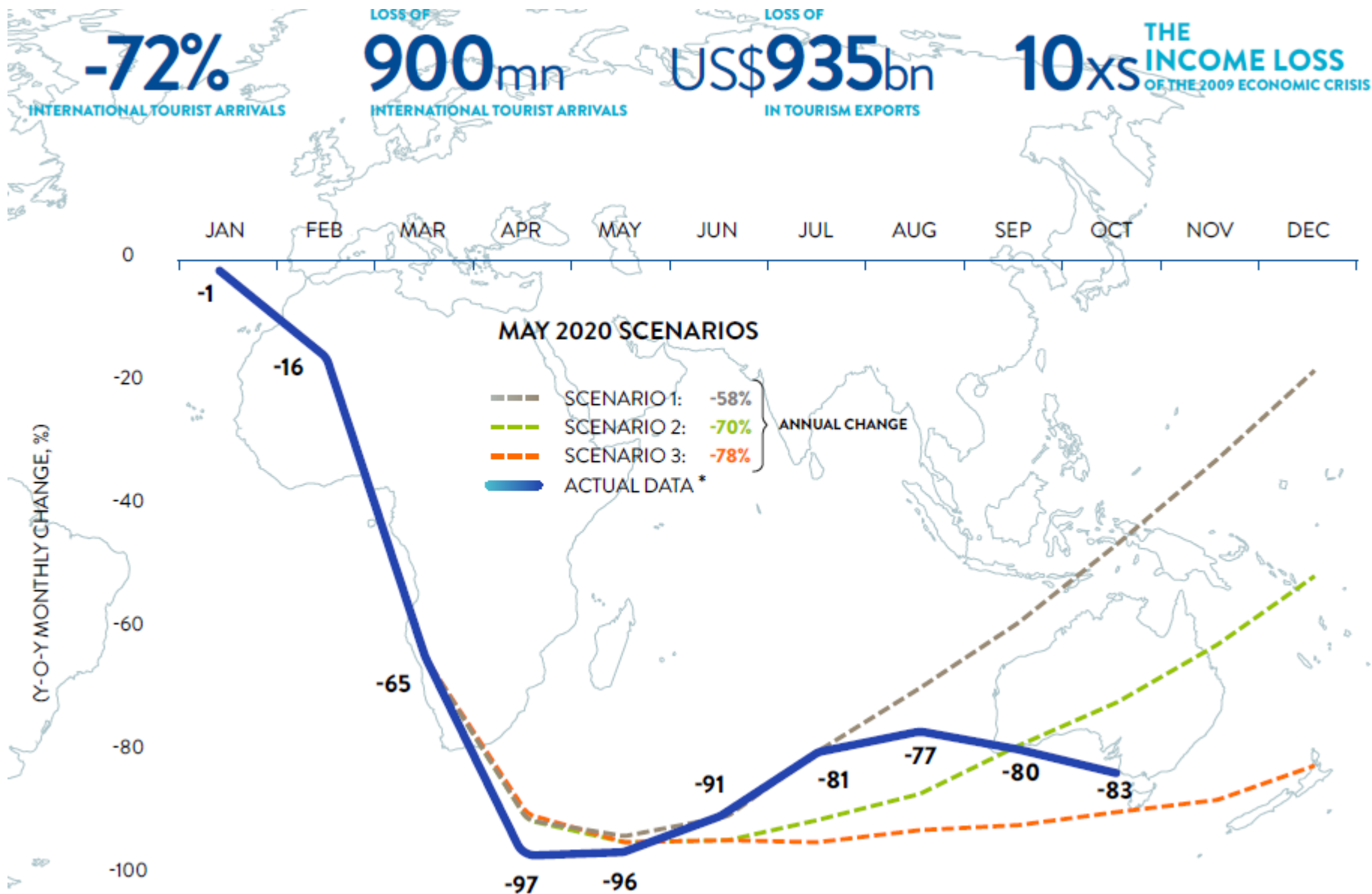
Source: Data compiled by UNWTO as of 1 February 2021*.

* The maps elaborated by UNWTO are for reference only and do not imply any judgement on the legal status of any territory, or any endorsement or acceptance of such boundaries.

Note: Destinations are coloured according to the dominating measure in place with regards to the facilitation of international tourism:

- Complete closure of borders means that all air, land and sea borders are closed for international tourism purposes.
- Partial closure of borders means that one or the combination of different borders (air, land or sea) are closed, but not all of them; e.g. land borders are closed while travellers can arrive by air. Or e.g. in the case of Schengen borders are closed only towards third-countries. In addition, this category comprises destination-specific restrictions, meaning that entry of specific destinations, usually destinations categorized as high-risk, also due to a high-number of the SARS-CoV-2 variants of concern (VOCs) cannot enter for international tourism purposes.
- Negative COVID-19 testing means that passengers intending to enter a destination for international tourism purposes must present a negative PCR or antigen test taken no more than usually 48 to 72 hours prior to arrival. In some cases, tests have to be taken upon arrival and repeated after a certain period of time, often combined with quarantine.
- All COVID-19 travel restrictions lifted means that all measures that restricted the entry into a destination for international tourism purposes were removed.

Recovery Scenarios



UNWTO GLOBAL TOURISM DASHBOARD

TOURISM RECOVERY TRACKER



COVID-19: MEASURES TO SUPPORT TRAVEL AND TOURISM



INTERNATIONAL TOURISM 2020

INTERNATIONAL TOURIST ARRIVALS

-65
YTD CHANGE (%)

+1

-16

-64

-97

-96

-93

JAN.

FEB.

MAR.

APR.

MAY.

JUN.

2020

- Tourism results – Region / Country

MONTHLY - YTD

- Change int, tourist arrivals - Change- in relative and absolute terms

RECOVERY TRACKER

- Covers key performance indicators for a real time comparison of sector recovery across the world and industries

TOP 10 DESTINATIONS

- Most vulnerable destinations

COVID-19

- Countries with most reported COVID-19 cases- Share of tourism

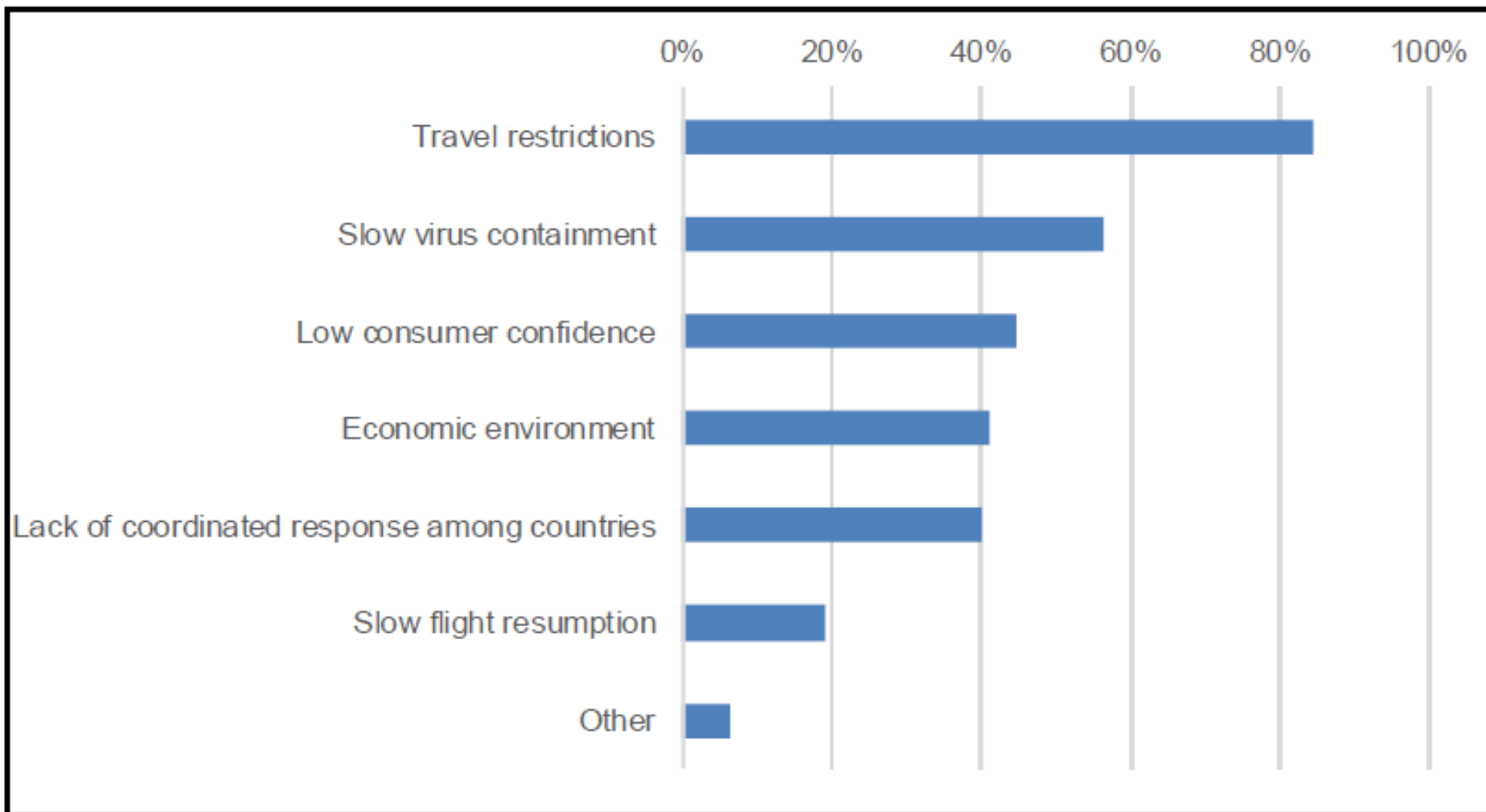
IMPACT

- Assessment of COVID-19 on International tourism Impact of previous crises in international tourism

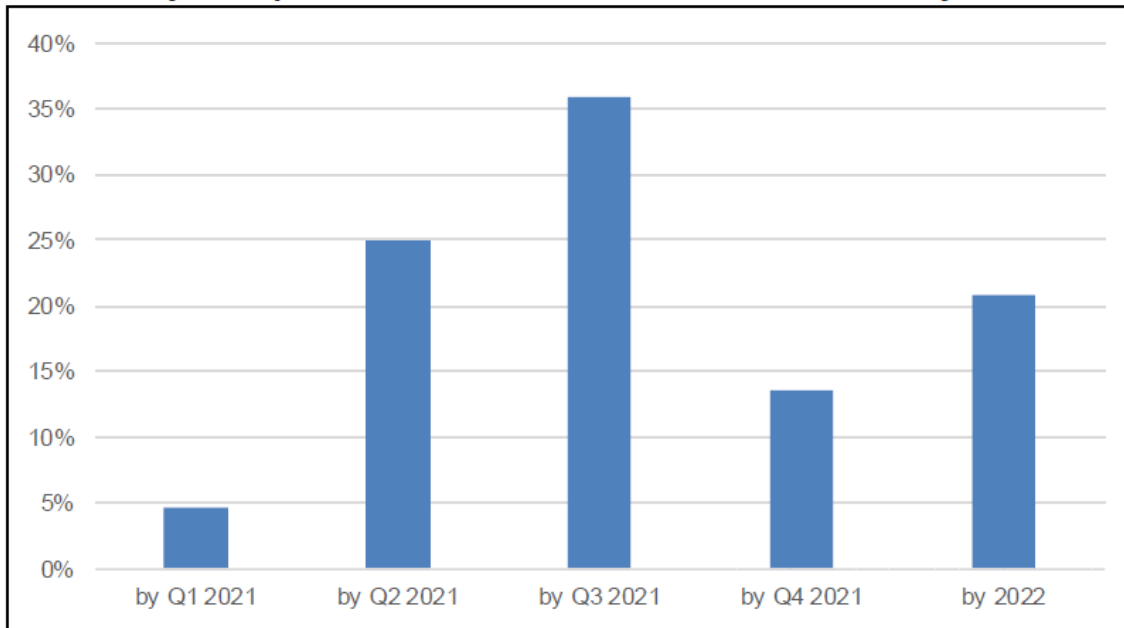
<https://www.unwto.org/unwto-tourism-dashboard>

m-and-covid-19

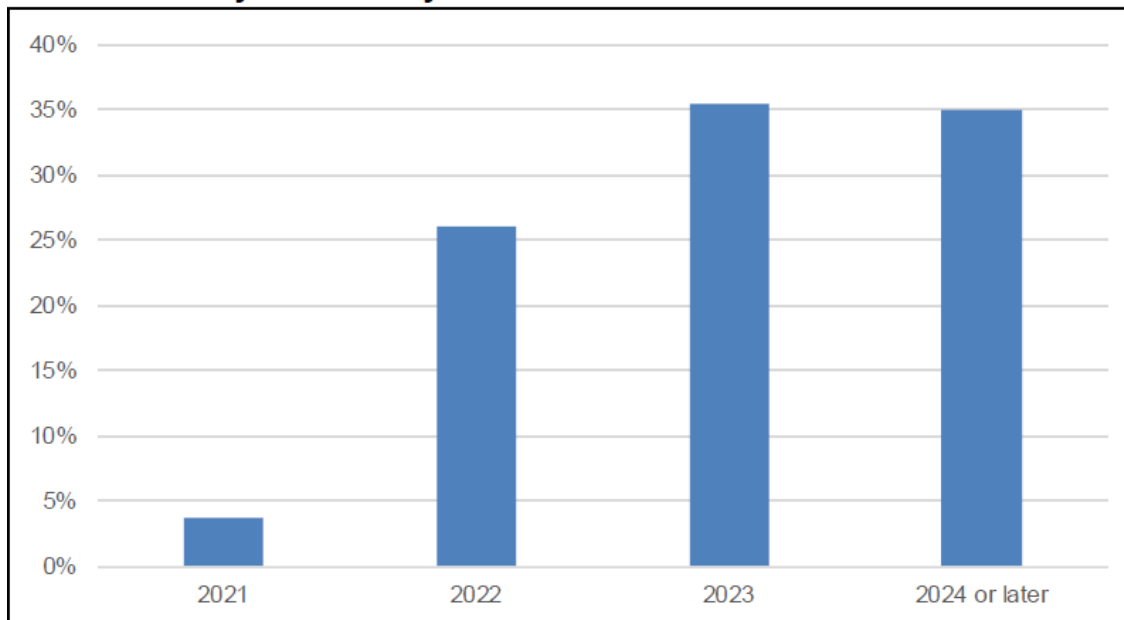
What are the main factors weighing on the recovery of international tourism?



When do you expect a rebound in international tourism in your country



When do you expect international tourism to return to pre-pandemic 2019 levels in your country?



COVID-19 Recovery Initiatives



SUPPORTING JOBS AND ECONOMIES THROUGH TRAVEL & TOURISM

A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and
Accelerate Recovery

UNWTO

GLOBAL GUIDELINES TO RESTART TOURISM

28 MAY 2020



COVID-19
RESPONSE

UNWTO

PRIORITIES FOR TOURISM RECOVERY

28 MAY 2020



COVID-19
RESPONSE



United Nations

Policy Brief: **COVID-19 and Transforming Tourism**

AUGUST 2020

Protection of
Livelihoods

Boost
Competitiveness
& Build
Resilience

Innovation &
Digitalization

Sustainable &
Inclusive Green
Growth

Coordination &
Partnerships

WORLD TOURISM ORGANIZATION (UNWTO)

COVID-19 TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE

- The Package includes a **comprehensive list of technical assistance activities**, both of a longer duration with a wide scope, and of a short duration with a specific focus.
- Depending on the situation in a country, different technical assistance activities at various stages of the COVID-19 mitigation and recovery process may be needed.

FOCUS AREAS

UNWTO Responds: *"Targeted Solutions to COVID-19 Tourism Challenges"*



Economic Recovery



Marketing and Promotion



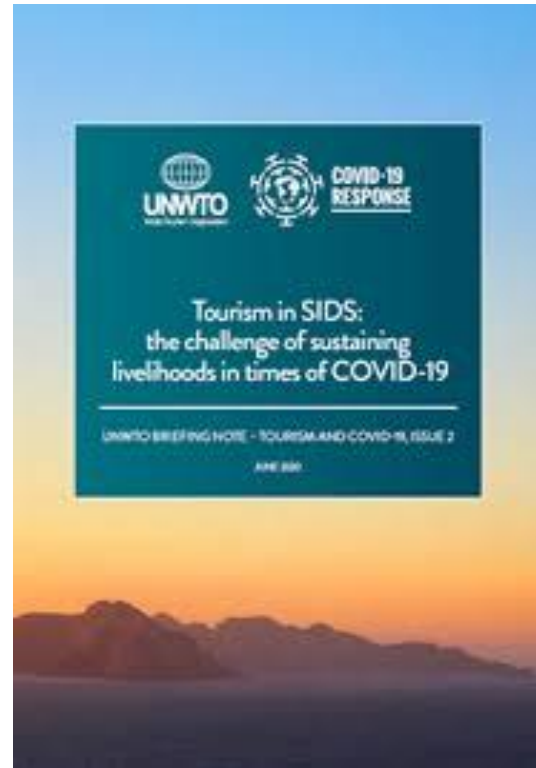
Institutional Strengthening and Building
Resilience



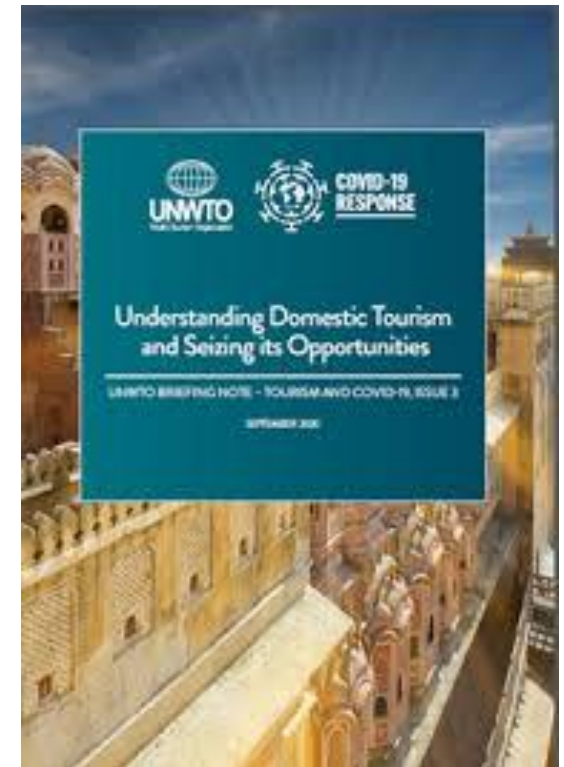
Briefing Notes



1. How are countries supporting tourism recovery ?



2. Tourism in SIDS: the challenge of sustaining livelihoods in times of COVID-19



3. Understanding domestic tourism and seizing its opportunities ?



**COVID-19
RESPONSE**

How are countries supporting tourism recovery?

UNWTO BRIEFING NOTE – TOURISM AND COVID-19, ISSUE 2

JUNE 2020

Overview of Policy Responses

Fiscal

Monetary

Jobs & Skills

Market
Intelligence

Public Private
Partnership



**COVID-19
RESPONSE**

Tourism in SIDS: the challenge of sustaining livelihoods in times of COVID-19

UNWTO BRIEFING NOTE – TOURISM AND COVID-19, ISSUE 2

JUNE 2020

Key Findings

- Tourism is a socio-economic pillar of Small Island Developing States (SIDS) and the COVID-19 crisis risks devastating their economies.
- Tourism accounts for over 30% of total exports in the majority of SIDS, reaching as much as 80% in some.
- Such a major shock translates into a massive loss of jobs, a sharp decline in foreign exchange and tax revenues which curbs public spending capacity and ability to deploy the measures necessary to support livelihoods through the crisis.
- Many SIDS have deployed measures to sustain businesses and jobs, often supported by international and regional institutions yet more support is urgent.
- The United Nations Department of Economic and Social Affairs estimates that SIDS economies could shrink by 4.7% in 2020 as compared to 3% for the world economy.
- SIDS require thus an extraordinary international programme to counter the devastating impact of COVID-19 on tourism, their economies and livelihoods.

Policies to Mitigate the Impact, accelerate recovery & build resilience

- SMEs, self-employed and job protection.
- Fiscal relief and financial support to SMEs and self-employed workers
- Measures to restart tourism
- Supported by international and regional institutions



**COVID-19
RESPONSE**

Understanding Domestic Tourism and Seizing its Opportunities

UNWTO BRIEFING NOTE – TOURISM AND COVID-19, ISSUE 3

SEPTEMBER 2020

Domestic Tourism Initiatives Possible Checklist

1. Financial Incentives

- Vouchers
- Fiscal incentives
- 'Long Weekends'
- Financial Support to Industry

2. Marketing & Promotion

- New domestic campaigns
- Digital Focused campaigns
- Promotion on travel restrictions & safety measures

3. Product Development

- Related to nature & outdoor

4. Public Private Partnership

- With Government Agencies
- With Provincial Governments/Association
- With Private Sector

5. Market Intelligence

- Forecasting & Market Insights
- INSTO

6. Capacity Building/Training

- Online training platforms
- Training initiatives



Asia Pacific Support

International Tourist Arrivals

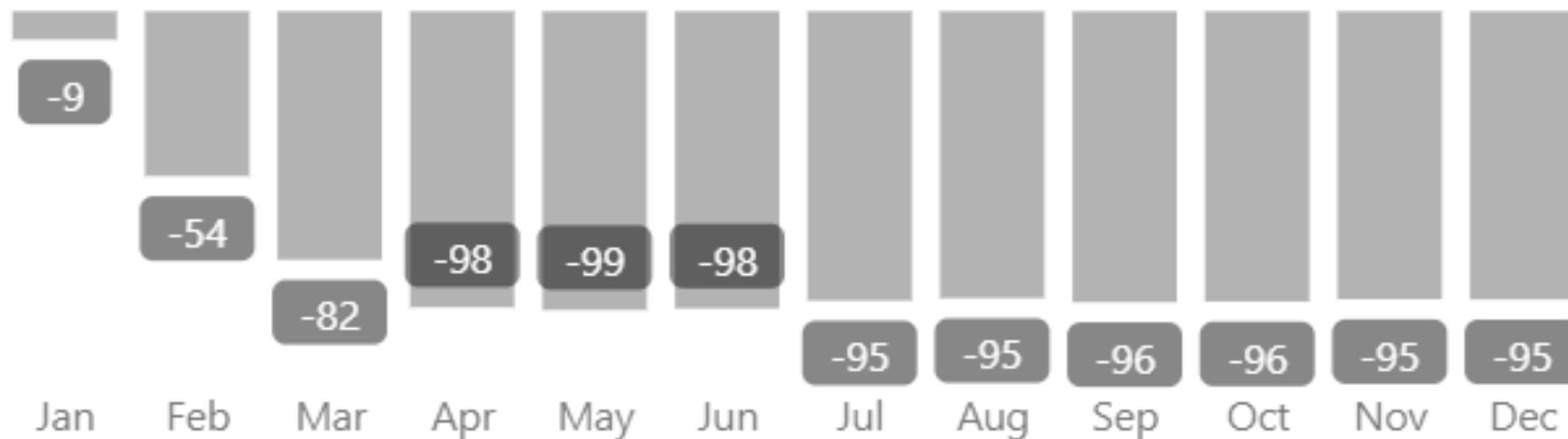
YTD change (%)

-84

YTD available

January - December 2020

Change by month (%)



Member States' needs

1. Country-specific Tourism Recovery Plans

- Myanmar Tourism Strategic Recovery Roadmap
- Bali pilot project on restarting international tourism in Indonesia

2. Technical Assistance Projects

- Digitalization on Tourism in Bhutan

3. Capacity Building Programmes in Tourism Development and Management for Accelerating Recovery

- Human Capital Development Strategy in Fiji, Growth Scenarios and Priority Markets Reviews for Cambodia and Vietnam, and *Reorienting the tourism value chain towards sustainability in Samoa*

4. Support Programme for Building Resilience of Tourism Enterprises to Adapt to the COVID-19 Reality including safety and hygiene

- Fiji, Malaysia, Myanmar and Viet Nam

UNWTO Regional Support Office for Asia and the Pacific



Initiatives and Activities in response to the COVID-19

1 Evidence Based Sustainable Tourism Management Guidelines

- From researching good practices of UNWTO Sustainable Tourism Observatories to promote sustainable tourism in Asia and the Pacific
- Output: Symposium in Tokyo; December 21st , 2020

2 Tourism Crisis Management Guidelines

- From collecting, analyzing and organizing good practices on basic elements of tourism crisis management
- Output: Webinar; February 15th, 2021



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Thank you



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